

A tablet is shown in the background, displaying a webpage. The webpage has a white background with a blue header bar. The word "Obsidian" is visible in the header. The main content area of the webpage is mostly obscured by a large, bold, blue text overlay. The text overlay reads "How to Audit your Wordpress Website" in a large, bold, blue font, and "FREE Checklist!" in a slightly smaller, bold, blue font below it. The tablet is black and is positioned in the center of the frame.

How to Audit your Wordpress Website

FREE Checklist!

WEBSITE AUDIT CHECKLIST

Refer back to the "How to Audit Your Website" post here.

TECHNICAL AUDIT

- Site Speed:**
Test your site speed here. Save the test and note the areas that are slowing down your site. Retest as you update your site.
- Plugins:**
Go through your plugins one by one, and determine if they're being used or need to be used. The fewer, the better.
- Hosting:**
Review your website hosting package. Ask your host if your site is running well on the backend and what could be improved.
- Check the [most up to date list of the best/fastest hosting platforms](#). Consider switching if necessary.
- Theme:**
Check out your theme's ranking, support and issues that other users have had on the theme website or somewhere like [Theme Forest](#).
- As you go through this audit, see if your theme allows you to make the adjustments you need easily or not.
- Backups:**
Ask your host if they backup your site and how often. If they don't, ask them how much it is to add that service on.
- If your host doesn't backup your site or you don't want to pay them to do it, install a free plugin like [Updraft Plus](#) and run backups yourself.
- Security:** Ask your host about security that's in place for your site. If they don't currently protect your site, ask them how much it is to add that service on.
- If your host doesn't offer security or you don't want to pay them to do it, install a free plugin like [Wordfence](#) and monitor your site yourself.

BRAND AUDIT

- Logos:**
Check your header, footer and other areas that your logo shows up - is it looking it's best? Should it be smaller, larger, sharper, or a different file format? Update as needed.
- Colours:**
Check every page and global area (ie. repeating area, like the footer) to see if the colours match those in your brand guidelines. Update as needed.
- Typography:**
Check the fonts that your theme is using and compare them to the fonts listed in your brand guidelines. If you need to change them, you should be able to do so easily in Appearance - Customize or in your theme's settings.
- Imagery:**
Evaluate all your images together in your media folder. Do they look like a family, or like they've been taken by same photographer? Update or replace images as needed.

SEO AUDIT

- Analytics:**
Install a traffic tracking plugin on your website or a [Google Analytics](#) account to start receiving traffic data to know how your audience finds you and what they're looking for. To view Google Analytics straight on your website, install [Monster Insights](#). For a more basic tracker, try [WP Power Stats](#) (google account not needed).
- Keywords:**
Install [Yoast SEO plugin](#) and start evaluating each page and post for its SEO strength (the plugin will give you a checklist of what to improve based on the keywords you put choose for each page/post).
- Do some keyword research to find out the best keywords (and hashtags, if you market on social media) for you to use based on what your audience looks for. Some helpful resources for this are [Moz.com](#), [Google Keywords Planner](#), [Semrush](#) and [Wordstream](#).
- Run an SEO audit on your website with [Semrush](#) to see how you're currently ranking, and also see what your most and least popular content is and why.

A full website audit will give you a complete picture of how your website is performing.

LINKS AUDIT

- Internal Links:**
Do a thrash test and make sure all the buttons, links and downloads on your site are working as they should. Update as needed.
- Backlinks:**
You can check backlinks with this [free tool from Ahrefs](#). Try to eliminate ones from irrelevant, unwanted or toxic sources.
- Broken Links + 404 Pages:**
Using a tool like [Broken Link Check](#), run a test on your website and review the results. Once you have the results, you should correct the source link or redirect the 404 error somewhere else ([maybe with a plugin like this](#)).

RESPONSIVENESS AUDIT

- Tablet:**
Test your site on a tablet - Using a tool like [Troy](#) or [Chrome Developer Tools](#), or just a real tablet, go through each page of your website and note any visual or technical issues that show up.
- Mobile:**
Test on mobile - Using a tool like [Troy](#) or [Chrome Developer Tools](#), or a real smartphone, go through each page of your website and note any visual or technical issues that show up. There are multiple smartphone sizes though, so I suggest testing it on multiple phones or using the online tools I noted.

COPY + CONTENT AUDIT

- Copy:**
Review each page of your website and assess if the tone of voice, message, keywords or structure could be improved to more accurately represent your brand and website. Update as needed - consider hiring a copywriter to help you.
- Blog Posts:**
Re-read your blog posts and update links, structure, images, copy and SEO as needed. You can also take this opportunity to take down any that aren't serving your audience or delivering your message.
- Lead Magnets / Downloadable Content:**
Revisit your downloadable content and update the brand, imagery, copy, links, SEO and funnel actions as needed. Even sign up to the funnel or sequence yourself to see if it plays out the way you want.
- Organization:**
Evaluate your menus, categories and widgets and see if you can minimize or clean them up.
- Make sure all your important pages and call to action is readily available in multiple places, so it's easy for the user to take action.